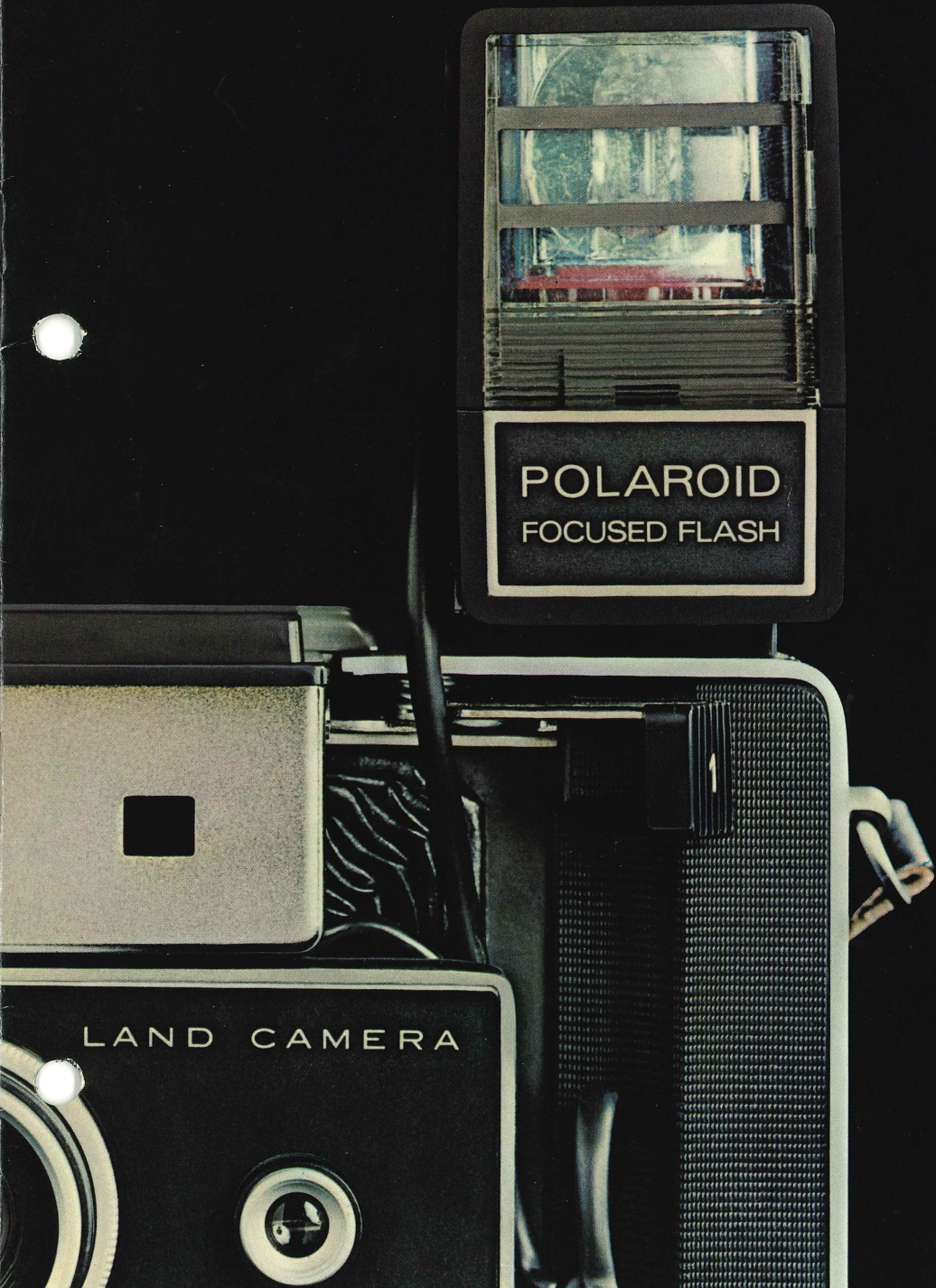


The 400s.  
Four new cameras from Polaroid  
with revolutionary Focused Flash.





**Polaroid announces Focused Flash.** Polaroid has introduced the 400s, four new folding Color Pack Cameras, and the revolutionary Focused Flash system. Each model has its own special combination of features. One is just right for you.

**New, more powerful flashcube.** Polaroid's Focused Flash uses General Electric's new Hi-Power Cube. This four-shot flashcube is more than twice as bright as standard cubes. It was designed especially for the 400 Series. Its extra power allows you to take flashcube pictures up to 10 feet away — yet it can be controlled for beautifully lit close-ups.

**Precision control.** Focused Flash puts exactly the right amount of light on your subject. A system



**Ends burn out up close.**



STRAIGHT  
OUT  
→  
PULL  
STRAIGHT  
OUT  
→  
PULL  
STRAIGHT  
OUT  
→  
PULL  
STRAIGHT  
OUT  
→

of louvers in the flash shield is linked to the focusing buttons of the camera. As you focus, the camera automatically opens the louvers for the correct amount of light whether you are 3½ or 10 feet away.

**No more burned out close-ups.** This precision system ends burned out shots close up. By focusing on your subject you have set the correct flash opening. Focused Flash produces beautifully exposed portraits as close as 3½ feet. Skin tones look natural, not washed out with too much light.

**No more blacked-out distance shots.** The extra range of the Hi-Power Cube allows you to get flashcube shots up to 10 feet, shots that could be dark and shadowy with other flashcube systems. You just focus and shoot. The camera makes the correct flash settings for you automatically.



**Ends black out.**



STRAIGHT  
OUT  
→  
PULL  
STRAIGHT  
OUT  
→  
PULL  
STRAIGHT  
OUT  
→  
PULL  
STRAIGHT  
OUT  
→





## With Polaroid's 400s you get well illuminated flash shots every time.

Polaroid's new 400 Series Land cameras combine a new powerful light source, the GE Hi-Power Cube, with the unique Polaroid Focused Flash unit. You can get beautifully illuminated flash shots every time with any one of the four new cameras in the 400 Series.

### Our power plant, the new GE Hi-Power Cube.

The most powerful flashcube ever made is the source of the light that beautifully illuminates your subject, even at 10 feet. GE invented this new



New GE Cube.

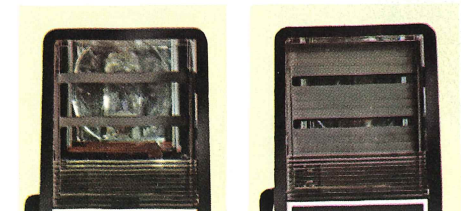
cube — more than twice as powerful as any they'd ever made before — especially for Polaroid and the Focused Flash system. It offers the convenience of the four-shot

flashcube. You simply snap in the GE Hi-Power Cube, focus the camera and shoot. You advance the cube with a cocking lever. After the fourth shot, the lever does not return, nor will the cube rotate until the cube has been replaced for a new series of shots. And if your next picture does not require flash, just unplug the flash until you need it again.

### Focus to regulate the right amount of light.

As you focus the camera, the Focused Flash system automatically regulates the amount of light that will properly illuminate your subject. The louvers close to emit less light when the subject is near, open to let the full power of the light source reach your subject for distances as great as 10 feet.

Now you can take the whole family around the Christmas tree and get the beauty of the tree in your picture, too.



Louvers open or close to control right amount of light.

Or you can take a portrait with just the right illumination from as close as 3½ feet. And whatever the distance, you'll have pictures with natural looking skin tones.

Polaroid's New 400 Series Cameras: four models to choose from.





## Deluxe 450:

The finest camera Polaroid makes.

This camera can do things no other camera in the world can do. Start with the fact that it produces finished color pictures in a minute, black and white in seconds. Add the new Focused Flash that can produce the best flash pictures you ever took. Add an automatic electronic timer that tells you ("Beep") when your pictures are ready. You have the Model 450, the finest camera Polaroid offers.

This camera is deluxe in every way, from its performance to its precision construction and handsome styling. Yet, unlike most other expensive cameras, it is not designed for only the professional or the highly skilled amateur photographer. It is as easy to use as the less expensive Polaroid Land cameras. Special features like the automatic electronic development timer that starts timing your picture as soon as you pull the film packet out of the camera and single window Zeiss Ikon rangefinder/viewfinder make it even easier to use.

The 450 boasts a completely automatic electronic exposure system for all situations, indoors and out, except for flash pictures. You never have any exposure calculations to make. The Zeiss Ikon rangefinder/viewfinder with its single window makes it easy to focus even if you wear eyeglasses. There's a triplet lens for sharp pictures. Four exposure ranges. (One that even lets you take indoor black and white pictures without flash.) Full accessory capability. Built-in tripod socket. All metal construction. Detachable camera cover. Adjustable leather carrying strap. Indeed, the finest camera Polaroid makes. Model 450 Presentation Kit also available. Includes Camera, Focused Flash, Portrait Kit and Self-timer.

Model 450 with Focused Flash  
Under \$175

Model 450 without Focused Flash  
Under \$165



Model 450 Kit: Camera, Focused Flash, Portrait Kit and Self-timer



## Model 440:

A deluxe camera at a lower price.

The Model 440 is one of the most sophisticated Color Pack Cameras ever sold. Like the less expensive Automatics, it has a plastic body, but it incorporates most of the deluxe features of the Model 450. Besides producing finished color pictures in a minute or black and white shots in seconds, its accessory capability allows you to take portraits and close-ups in color or black and white with the optional accessory attachments.

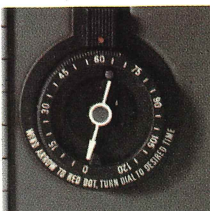
The Model 440 has the same sharp triplet lens, sensitive electric eye; four exposure ranges (two for color, two for black and white), four film speed settings, and the sophisticated electronic shutter. It lets you make black and white pictures without flash, and some color shots by window light alone. Even time exposures can be made automatically. A mechanical timer is built into the back of the camera to assure accurate picture

development. The Model 440 has a dual-image range and viewfinder that lets you focus by a simple push-push motion. You superimpose two images of your subject in the rangefinder window for the precise focus. The entire assembly folds under the camera's protective cover when not in use. The 440 offers unusual photographic versatility in addition to the revolutionary Focused Flash system.

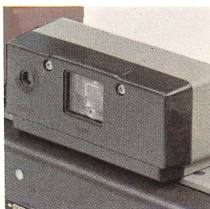
Model 440 with Focused Flash  
Under \$110

Model 440 without Focused Flash  
Under \$100

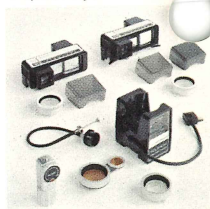
Built-in  
Development Timer.



Folding Range and  
Viewfinder.



Full Accessory  
Capability.



## Model 430:

Many deluxe features  
at an economy price.

This Color Pack Camera offers the Focused Flash system as well as other deluxe features at a more economical price. It features a built-in mechanical development timer and has the same double window range and viewfinder found on the Model 440 (although it does not fold down). Like the more expensive Polaroid automatic cameras, the Model 430 has a sensitive electric eye and a transistorized electronic shutter that work together to measure the light for each shot (except for flash pictures). The sharp triplet lens produces bright, crisp color or black and white pictures. The Model 430 can use the optional cloud filter to improve black and white photographs showing an expanse of sky, or the optional UV

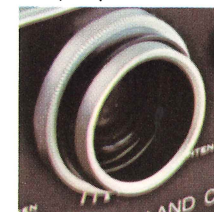
filter to make outdoor colors photographed in shade look more natural.

As with the more expensive Automatics, to focus, you simply superimpose two images of your subject in the rangefinder window.

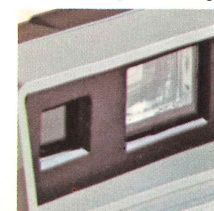
Model 430 with Focused Flash  
Under \$90

Model 430 without Focused Flash  
Under \$80

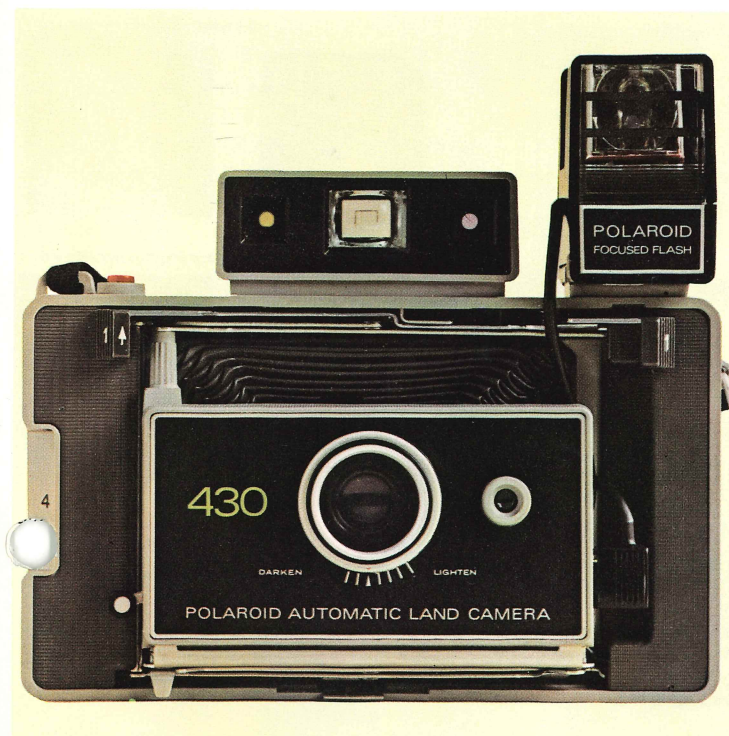
Sharp Triplet Lens.



Double-image Focusing.



Rugged Plastic Body.





## Model 420:

An economical camera  
for Focused Flash.

This inexpensive model has the basic features of the most expensive models — the same great film, same fast loading, same electric eye operation, the same convenient folding construction, the same big  $3\frac{3}{4} \times 4\frac{1}{4}$  inch prints. And, of course, the fun and excitement of seeing your color pictures on the spot in a minute, your black and white shots in just seconds. Like the most expensive Polaroid Land cameras, the Model 420 uses the new Focused Flash system. It also has a transistorized electronic shutter that teams with a sensitive electric eye to measure the light (except for flash pictures). Indoors or out, there's never an exposure calculation to be concerned with. The electric eye or Focused Flash do it all.

The coupled range and viewfinder on the Model 420 is the same double

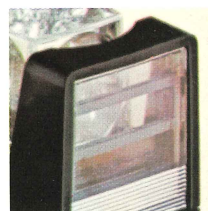
window style found on some of the more expensive Automatics, although it doesn't fold away when not in use.

To find the range, you simply superimpose two images of the subject in the rangefinder window. You can take flash shots with the same ease. As you focus you automatically regulate the right amount of light for the subject you want to photograph. You don't have to measure or make special settings from a chart. Just focus and shoot as you would in sunlight. Because the body and shutter housing of the Model 420 are made of high impact plastic, the camera is very light.

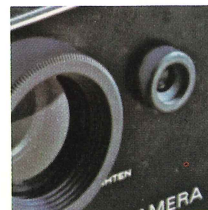
Model 420 with Focused Flash  
Under \$70

Model 420 without Focused Flash  
Under \$60

Uses Revolutionary  
Focused Flash.



No Exposure Calculations.



Lightweight.



## Accessories for the Polaroid 400 Series Land Cameras.

**Focused Flash** easily slips right onto the shoe built on the camera. Plug it into the camera and insert a new red base GE Hi-Power Cube and you're ready to shoot beautifully exposed flash shots close up or as far away as 10 feet.

**Portrait Kit** lets you take head and shoulder portraits as close as 19 inches to your subject. The special portrait lens and view/focus adapter clip right on the camera. Use Kit #541 on Model 440 and Kit #561 for Model 450. (Portrait Kit included with the 450 Presentation Kit.)

**Close-up Kit** lets you shoot small objects as near as 9 inches, so you can record flowers, stamps, coins, etc. It includes a close-up lens and a view/focus adapter that clips easily over the viewfinder. Use Kit #543 on Model 440, and Kit #563 for Model 450.

**UV Filter** is used for outdoor color pictures only. It fits over the camera lens, removes excess blue from shadows and makes colors photographed in shade look more natural.

**Cloud Filter** is for use with black and white film only. This orange filter improves the contrast in pictures showing an expanse of sky, producing beautiful cloud effects. It fits over the lens and electric eye.

**Picture Albums** let you store and display your Polaroid prints, both black and white or mounted color shots. Standard (#519, 72 pictures). Deluxe (#521, 72 pictures, 6 to a page). Color (#523-527 holds 48 pictures).

**Self-timer** lets you put yourself in the picture. You fit it over the shutter release button on your camera, set it and walk into the picture. The shutter will snap automatically. (Included with 450 Presentation Kit.)

**Cable Release** lets you trip the shutter without danger of moving the camera. Most useful for making automatic time exposures, close-ups and portraits.

**Development Timers** assure accuracy in picture development. Especially useful for color pictures, because they help avoid wasting film by either under or over-development. You may want to add this as an accessory for the Model 420.

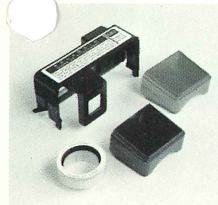
**Carrying Cases** make it easy to carry everything you need, including all accessories and plenty of film, to any kind of location.

**Polaroid Type 107 Film.** Polaroid Type 107 3000 speed Land pack film is an all-purpose black and white film for use in all Polaroid Color Pack Cameras. The picture develops outside the camera after the tab is pulled. Development time is 15 seconds at 75°F. Indoor pictures may be made by existing light with the Polaroid 400s. There are eight individual  $3\frac{3}{4} \times 4\frac{1}{4}$  prints per pack.

**Polaroid Type 108 Film.** For use in all Color Pack Cameras. It produces beautiful, full color pictures in just 60 seconds. They do not require coating. The pictures develop outside the camera after the tab is pulled.

Eight exposures per pack. Picture size  $3\frac{3}{4} \times 4\frac{1}{4}$ .

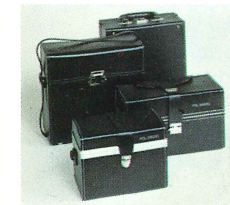
Close-up Kit.



Picture Albums.



Carrying Cases.



Cloud Filter.





## The 400s from Polaroid all have these features:

Color pictures in a minute.  
Black and white in seconds.  
Focused Flash.  
Electric eye exposure control.  
Pictures develop outside the camera.  
Transistorized electronic shutter.  
Automatic exposure for flash.

Easy film pack loading.  
Lightweight.  
Detachable camera cover.  
Adjustable carrying strap.  
Can use self-timer.  
Can use cable release.

Use this chart to help you choose the model that's best for you.

Camera model	Model 420	Model 430	Model 440	Model 450
Zeiss Ikon range and viewfinder	no	no	no	yes
Metal body	no	no	no	yes
Metal shutter housing	no	no	no	yes
Tripod socket	no	no	no	yes
Folding range and viewfinder	no	no	yes	yes
Automatic time exposures	no	no	yes	yes
B&W pictures indoors without flash	no	no	yes	yes
2 exposure ranges for color	no	no	yes	yes
2 exposure ranges for black and white	no	no	yes	yes
4 film speed settings	no	no	yes	yes
Portrait capability	no	no	yes	yes
Close-up capability	no	no	yes	yes
Built-in timer	no	yes (mechanical)	yes (mechanical)	yes (electronic)
Triplet lens	no (duplet)	yes	yes	yes
UV filter capability	no	yes	yes	yes
Cloud filter capability	no	yes	yes	yes

## Copies and enlargements.

You can get big, beautiful enlargements — and as many copies as you like from your original Polaroid pictures. Polaroid Copy Service offers convenient service by mail, or through a participating Polaroid Camera Dealer.

